



The Ultimate 2023 **YouTube** SEO Checklist



Introduction

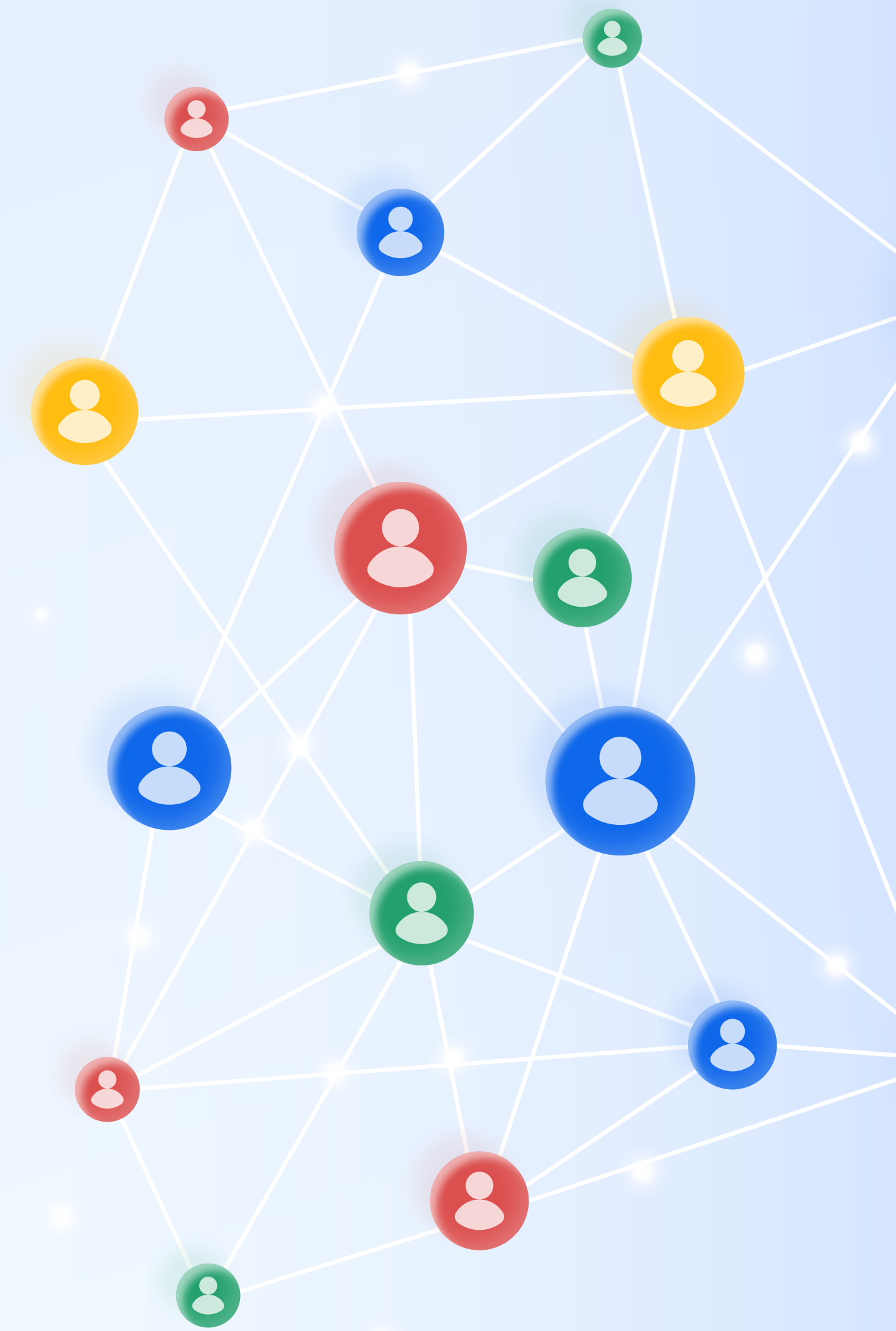
Did you know that YouTube is the second-largest search engine in the world?

Its popularity comes next only to Google. So, if you haven't been [optimizing your content](#) for YouTube, you might want to rethink your SEO strategy!

Want to know how you can reach out to [two billion people](#) worldwide?

The checklist below should come in handy!

Ready to tick some boxes?



Checklist

Are you using relevant keywords in your video content?

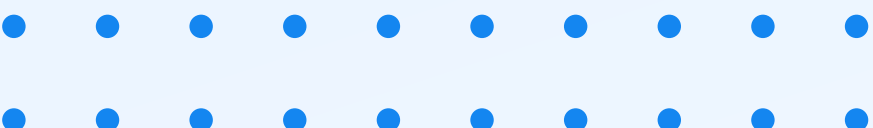
You can maximize your audience's reach by identifying and creating content around popular keywords.

- Identify target keywords for your video.
- Find out what YT users are searching for using the platform's search bar autocomplete feature.
- Use keyword research tools like Google Trends to identify high-volume, low-competition keywords.



Are you optimizing your video thumbnail?

Your YouTube video's thumbnail and title are the elevator pitch equivalent of YouTube search results. It's the first thing anybody notices and what gets them to click on your video.

- Design a thumbnail that accurately indicates your video content
 - Ensure you use high-quality images and graphics
 - Text overlays can help you highlight the main points of the video
- 



Are you optimizing your video title & description?

All you need to get more views for your YouTube video is an eye-catching title that invites audience curiosity. The video description too helps the platform learn and promote your video optimally.

- Make sure you include your primary keyword in both the video title and description
- Come up with a title between 20-70 characters that engage the audience, as well as accurately represents the video content
- For your YouTube video description, summarize the content of the video in detail using all relevant keywords. Try to stay within 500 words.



Have you been using tags while publishing your YouTube video?

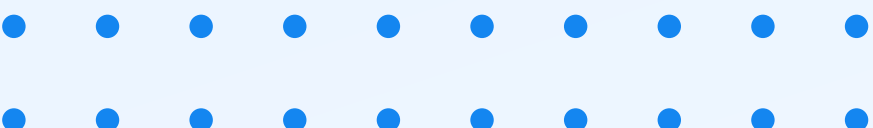
Video tags, when used wisely, can boost your YouTube videos' chances of being discovered.

- Identify and use tags relevant to your video content
- Combine broad and specific tags
- Try to insert as many popular tags as possible, but only when relevant



Have you optimized your YouTube channel SEO?

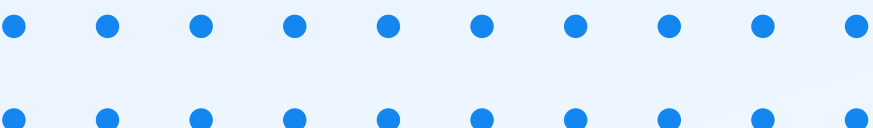
Only optimizing your YouTube videos are not enough, you need to pay attention to drawing followers to your channel as well.

- Add relevant keywords to your channel name and About section
 - Drop links to your social media and enter contact details
 - Arrange similar videos in separate playlists with keyword-optimized descriptions
 - Add a channel trailer and featured video to help users scan through your channel content
 - Finally, demonstrate your active participation by consistently posting community updates. This engagement will be recognized and rewarded by both YouTube and Google!
- 



Have you been trying to improve engagement on your YouTube video?

Increasing organic engagement through video views, likes, and comments signals to YouTube's algorithm that your content is valuable, resulting in greater promotion and visibility.

- Keep your video length 10 minutes or more. Use an end-screen and a card.
 - Include a CTA driving the audience to like, comment, share, and subscribe
 - Take time out to respond to comments left by viewers
- 



Have you been segmenting your videos into chapters?

SEO is closely linked to the overall user experience provided. Segmenting a lengthy video into chapters enhances its usability, making it more viewer-friendly.

- YouTube videos, when segmented, need to have a minimum of three chapters, and the chapter length should be at least 10 seconds
- Simply edit the description of your YouTube video by specifying the chapter name and corresponding timestamp against it



Are you adequately promoting your video?

If you want your YouTube channel or video to go viral, you must work for it. It's 2023, and relying on algorithm hacks will not cut it. Go out on a limb and promote that video!

- Share your YouTube video across all social media platforms
- Don't forget to embed the video to your website/blog
- Round up influencers and collaborate with them, cross-promote videos amongst your audience



Are you using closed captions?

Subtitles improve your video's accessibility for individuals who struggle with hearing. They are also a lesser-known way of improving your video's SEO. Use keywords in your closed captions to help search engines find your video.

- Use closed captions to make your video content better accessible
- Generate these captions automatically with YouTube's auto-captioning feature, or better still, insert them manually to make them error-free



Are you utilizing YouTube Analytics?

YouTube Analytics gathers useful performance metrics for your videos and lets you identify improvement areas so you can make the most of your YouTube marketing!

- Use YouTube Analytics to study engagement metrics such as views, likes, comments, and share for your videos
- Make your future YouTube videos undeniably awesome by making necessary adjustments to your YouTube strategy based on these metrics



Create videos tailor-made for virality.

With SocialPilot's seamless scheduling features:



Content Automation

Schedule videos and shorts seamlessly from one place across multiple channels



Smart Library

Keep track of all your evergreen posts, content ideas & hashtags



Social Calendar

Strategise your YouTube posting activity in advance with visual aids



Effortless Collaboration

Invite your team onboard and work together conveniently

Start Your Free Trial

✓ Trial Begins Immediately ✓ No CC Required ✓ Change Plans Anytime ✓ Cancel Anytime